

Communications and Community Outreach Committee
October 10, 2011
401 Hungerford Drive, Rockville, MD
Meeting Notes

Members Attending: Morty Davis, Austin Heyman, Chuck Kauffman, Vivien Hsueh, Odile Saddi, Spencer Schron, Judy Welles

Liaisons: Sarah Gotbaum

Topic	Discussion Points	Decisions/follow-up
Update	A meeting is being planned for Jay Kenney, Odile Saddi, and Patrick Lacefield to discuss 1) publicizing use of 311 and/or 240-777-3000 for seniors with questions, and 2) comprehensive approach to promoting driver volunteerism to expand senior transportation.	Action: A meeting to be scheduled with Jay Kenney, Odile Saddi, to discuss 1) 311 and 240-777-3000 for seniors, and 2) a comprehensive approach to recruitment of volunteer drivers to help senior transportation.
Diversity	<p>Odile will review and triage the comprehensive proposed list of stakeholders and make a first cut as to which organizations represent senior interests and are major influential organizations that have potential of working with COA. Odile will ask OCP for their list of diverse organizations.</p> <p>Members discussed strategies to identifying and approaching diverse organizations in the County, with particular attention to Hispanic organizations since 56.8 % of all Hispanic elderly in Maryland reside in the County.</p> <p>Consideration should be given to requesting former COA members to work with COA and identify organizations they could work with in developing a relationship that would help COA work with that organization in a constructive partnership.</p>	<p>Action: Odile will generate an initial list of stakeholders from draft list that will include organizations representing diversity as recommended by OCP.</p> <p>Action: Odile will arrange a meeting with OCP's Hispanic Liaison and interested CCO and other COA members as appropriate to discuss partnering with organizations on outreach to Hispanic older adults in the County.</p> <p>Action: Judy and Spence will recommend to the Executive Committee that each COA member should identify an organization in the County and work at developing a relationship for ongoing dialogue to make COA's activity better known.</p>
Senior Agenda	Elaine Binder, Judy Welles, and Spencer Schron will meet with Uma, Jay, and Gabe on October 25 th to discuss the draft Senior Agenda and next steps, such as engaging the Senior Subcabinet. COA communication planning depends on actions of Senior Subcabinet. Ultimately if Senior Agenda is approved by County Executive, he could have a press conference, with COA Chair, to announce it.	

<p>County Publications for Seniors, Next Steps (funding, priority)</p>	<p>There is a need to identify additional funding sources for printing County publications for seniors. The only information on County resources for older adults is on the Web (www.montgomerycountymd.gov/seniors). The Web site is being updated and revised with information on eligibility. Information on eligibility would also be useful in printed publications.</p> <p>There has been no response as yet from the Sandy Spring Bank regarding the different printing options it may choose to pursue regarding funding the printing of selected County publications with the bank logo.</p> <p>Uma has asked the Office of Public Information to review publications and recommend a consistent look and feel for County publications. Mary Anderson of the Office of Public Information has been tasked with reviewing all HHS publications for graphic consistency.</p> <p>Because of it useful content, a copy of the CASSA Resource Directory to inform seniors has also been shared with her. That Directory contains information on eligibility for various programs and services. The Communications & Community Outreach Committee had previously agreed that, of all available publications, this was the most informative and comprehensive document on county resources for older adults.</p>	
<p>Seniors Today</p> <p>Other Business</p>	<p>Social Networking, Hoarding, and Hearing Loss are the subjects of this week's taping for Seniors Today.</p> <p>The Gazette's editor for community engagement is looking for contributions from communities and organizations. Judy talked with her about COA and she is interested in articles from COA such as Seniors Today topics and Web site.</p> <p>Judy Welles will represent COA before the Advisory Committee on Community Development on Oct. 11 and testify on COA's budget priorities (both vulnerable and vital older adults), aging in place/community, and recreation among other topics.</p> <p>COA should have a banner that can be used at different exhibits to promote the public's awareness of the existence, function, and purpose of COA.</p>	
<p>Next meeting:</p>	<p>November 14, 2011 9:30-11:30 410 Hungerford 6th Floor Conference Room</p>	